



## **MEDIA ADVISORY**

For Immediate Release  
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# **Arts, Business & Political Leaders Unveil Economic Impact of the Arts**

## ***New Study Shows Nonprofit Arts Generates Billions for State***

**WHAT:** The California Arts Council is releasing its 2004 Economic Impact Study of the Arts on **Thursday, April 29 at 10:30 a.m.** at the **California Chamber of Commerce**, 1215 K Street, 14th floor, in Sacramento.

The study, *"The Arts: A Competitive Advantage for California II,"* will show that nonprofit arts in California is a vibrant economic engine which adds **billions to the state's economy** and **employs a massive statewide workforce** and contributes **hundreds of millions in state and local taxes**.

Conversely, the state's reduced investment in the arts now places California 50<sup>th</sup> in the nation in per capita arts spending.

**WHO:** Speakers at the news conference will include: **San Diego State Senator Denise Ducheny**; **San Francisco Assemblymember Mark Leno**; **Sacramento County Supervisor Muriel Johnson**; **Barry Hessenius**, Director, EIS project leader **Diane L. Mataraza**; economist **Dr. Eric Thompson**; California Arts Council; **Jennifer Jasper**, Media Director of the California Travel and Tourism Commission; local restaurateur **Randy Paragary**; **Buck Busfield** of Sacramento's B Street Theatre and the Children's Theatre of California; and Americans for the Arts Vice President of Research; **Randy Cohen** and other local leaders. Arts Council Chair **Barbara George** and Arts Council member **Marcy Friedman** will also attend.

**WHEN:** Thursday, April 29 at 10:30 a.m.

**WHERE:** California Chamber of Commerce, 1215 K Street, 14th floor, in Sacramento

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